



Social Relations

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Definition

The relationships between others that characterize and socialize individuals

Relationships between institutions- media and government

Relationships within and institution- screenwriter and head of a motion picture studio

Relationship between institution and individuals- use of media products by audiences or readers



Importance to Media Studies

It is important to study social relations because these relations help create an individual's sense of identity and individuality, and further help dictate the way they live their lives. For example, family and school relationships develop specific roles that dictate an individual's actions and expectations. Relationships surrounding media is important to understand because it helps explain the different roles media plays in society.



How Social Media Shapes Identity

<https://www.youtube.com/watch?v=CSpyZor-Byk> 9:30-10:35

- Discusses the use of ethnic emojis
 - People can choose how to identify themselves through the use of a single emoji
- Discusses the social media platform called “second life” where people create an avatar and connect with other people
 - Allows people to express themselves through social media while still connecting to their real life identity